

FIG. 1

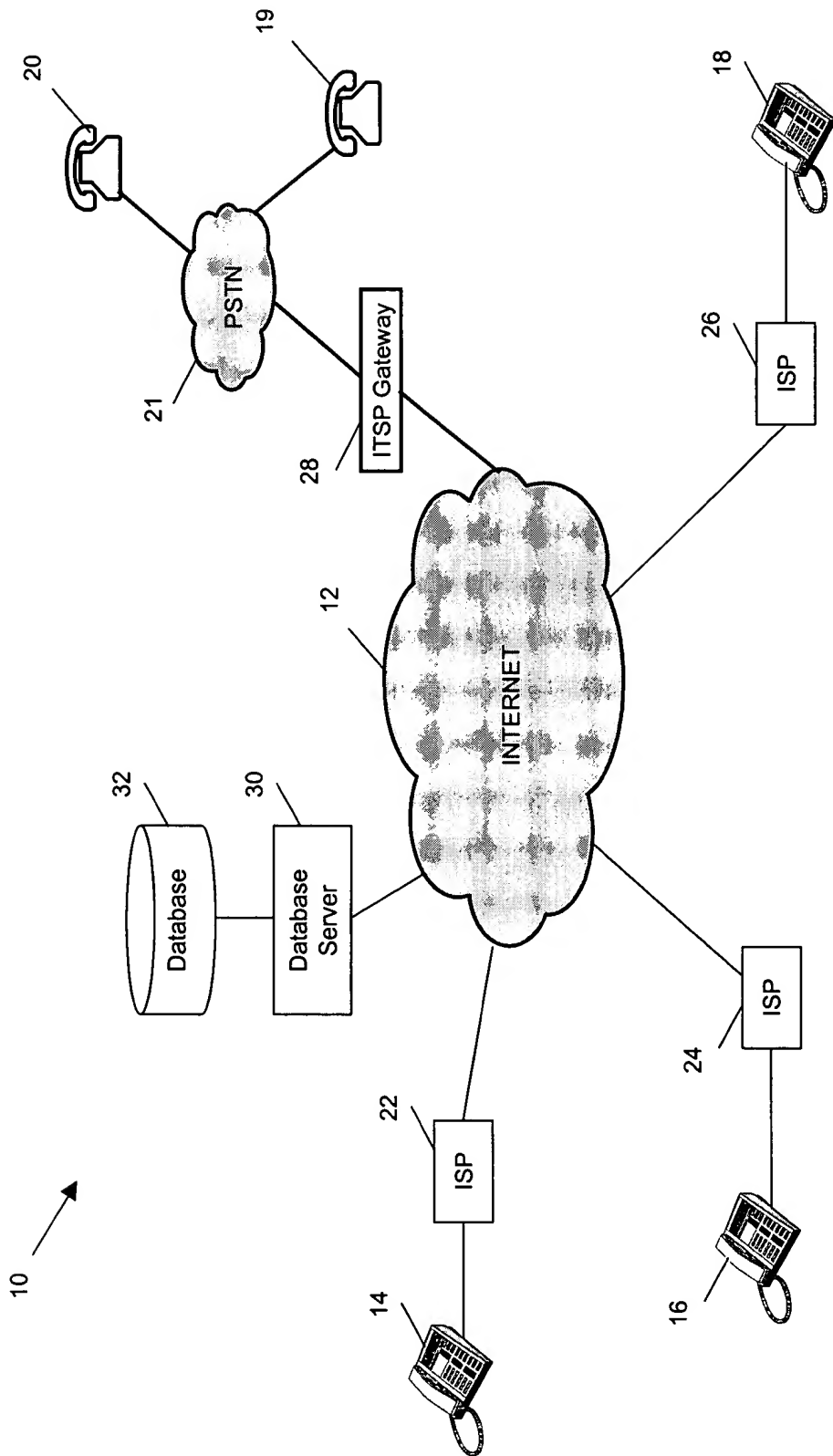


FIG. 2

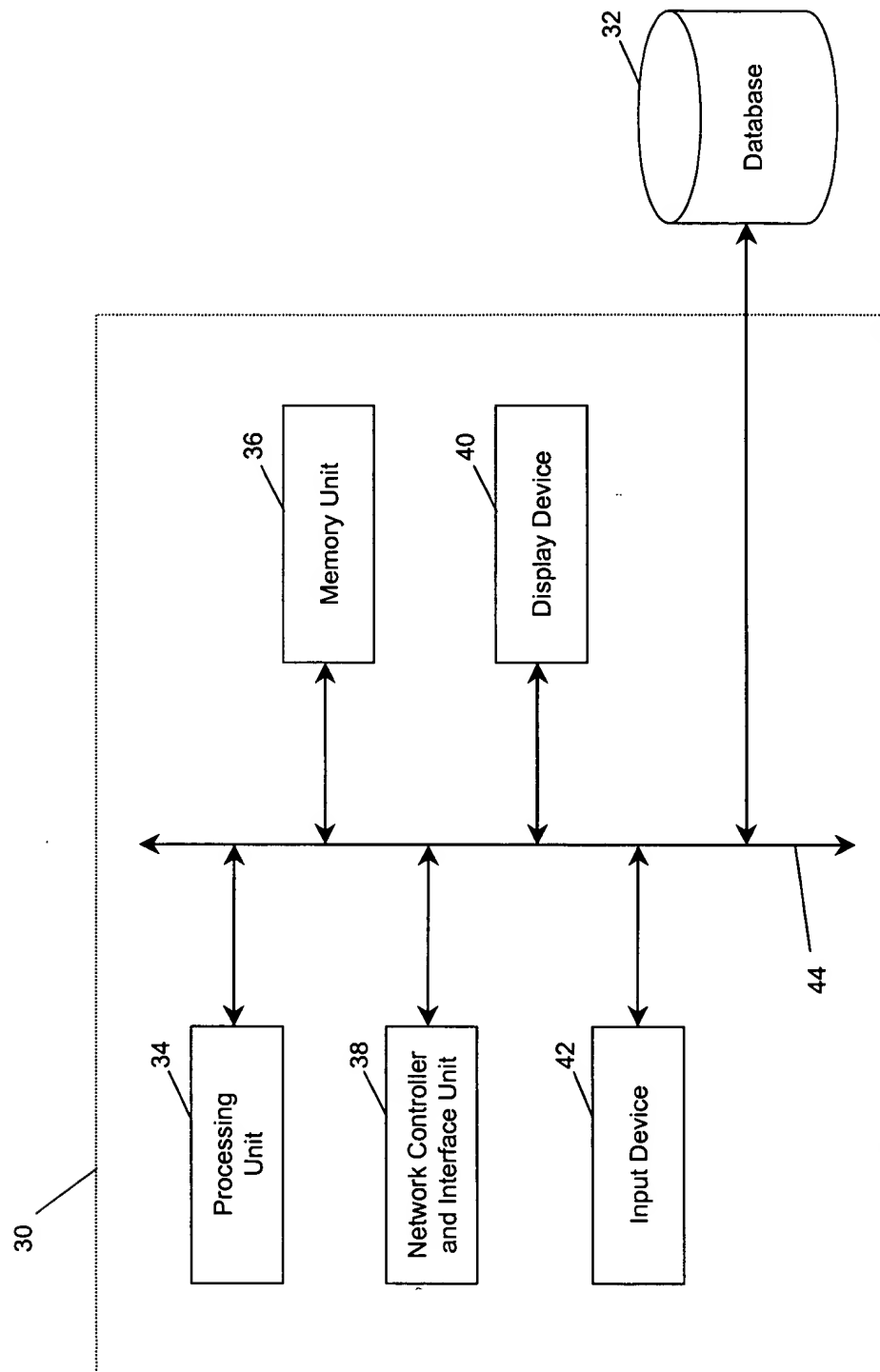


FIG. 3

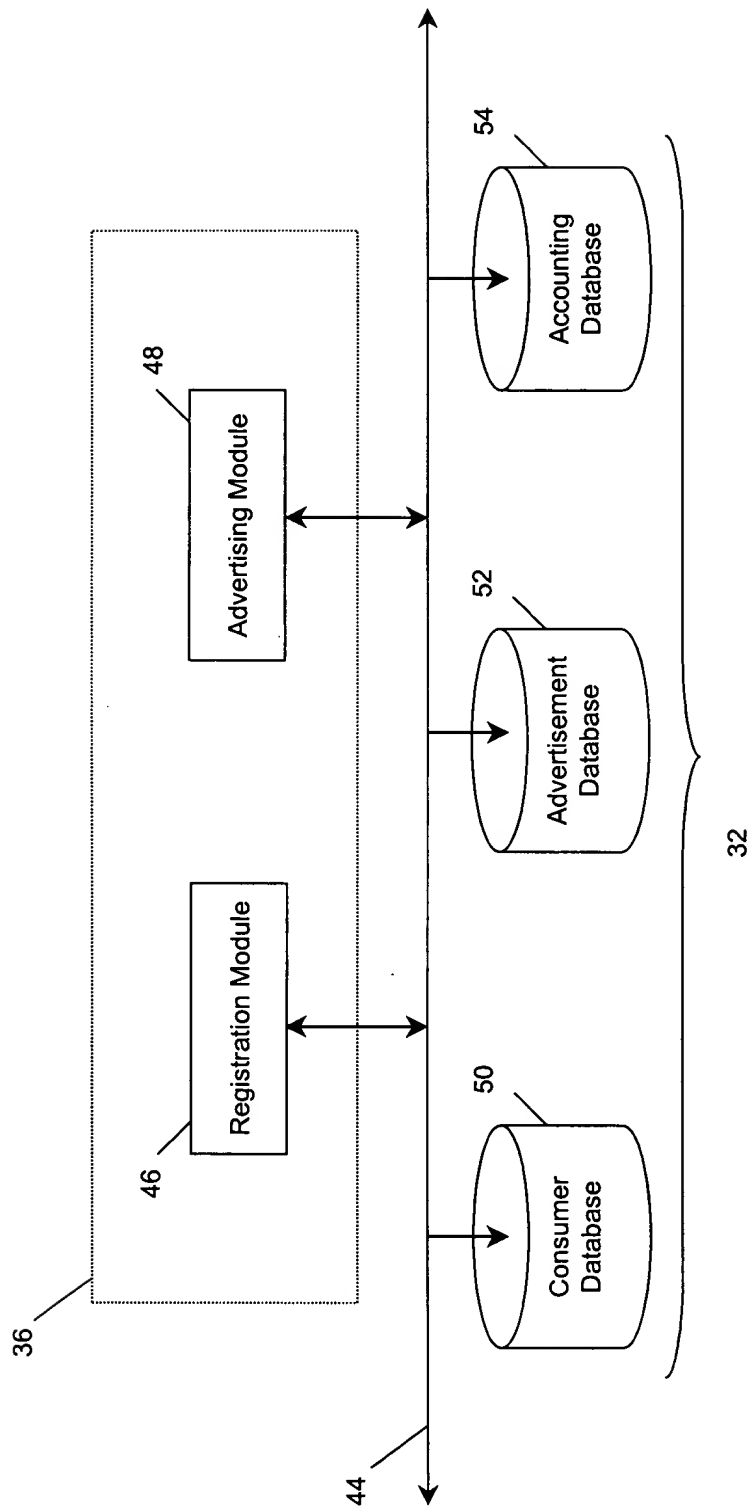


FIG. 4

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Gender (1=Male; 2=Female)	Age Group (1=0-11 yrs.; 2=12-20 yrs; 3=21-35 yrs.; 4=36-50 yrs.; 5=50-65 yrs; 6=over 65 yrs.)	Annual Income (1=\$0-\$25,000; 2=\$25,001-\$40,000; 3=\$40,001-\$65,000; 4=\$65,001-\$85,000; 5=over \$85,000)	Hobby/Interest (1=stock market; 2=sports scores; 3=fashion; 4=dining out; 5=music)	Consumer Profile	Consumer Code
1	2	1	2	1212	0018783902
1	6	3	1	1631	0186532497
2	2	5	4	2253	2380001127
1	3	4	3	1344	0000488925
⋮	⋮	⋮	⋮	⋮	⋮
2	5	4	4	2541	1095600488
⋮	⋮	⋮	⋮	⋮	⋮

FIG. 5

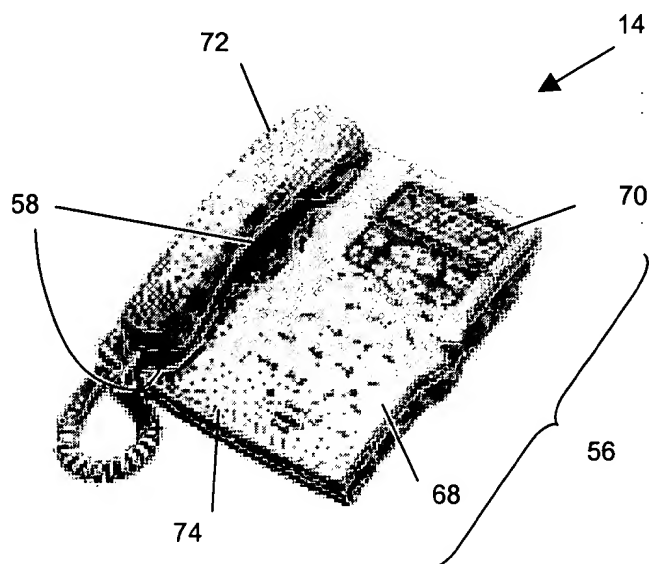


FIG. 6 is a block diagram of a system 14. The system 14 includes a User Interface 56, a Voice Interface 58, a Converter 60, a DSP Unit 64, a Network Interface 62, an Internet 12, and a Memory Unit 66. The User Interface 56 and Voice Interface 58 are connected to the DSP Unit 64. The Voice Interface 58 is also connected to the Converter 60. The Converter 60 is connected to the DSP Unit 64. The DSP Unit 64 is connected to the Network Interface 62. The Network Interface 62 is connected to the Internet 12. The Memory Unit 66 is connected to the DSP Unit 64.

FIG. 6

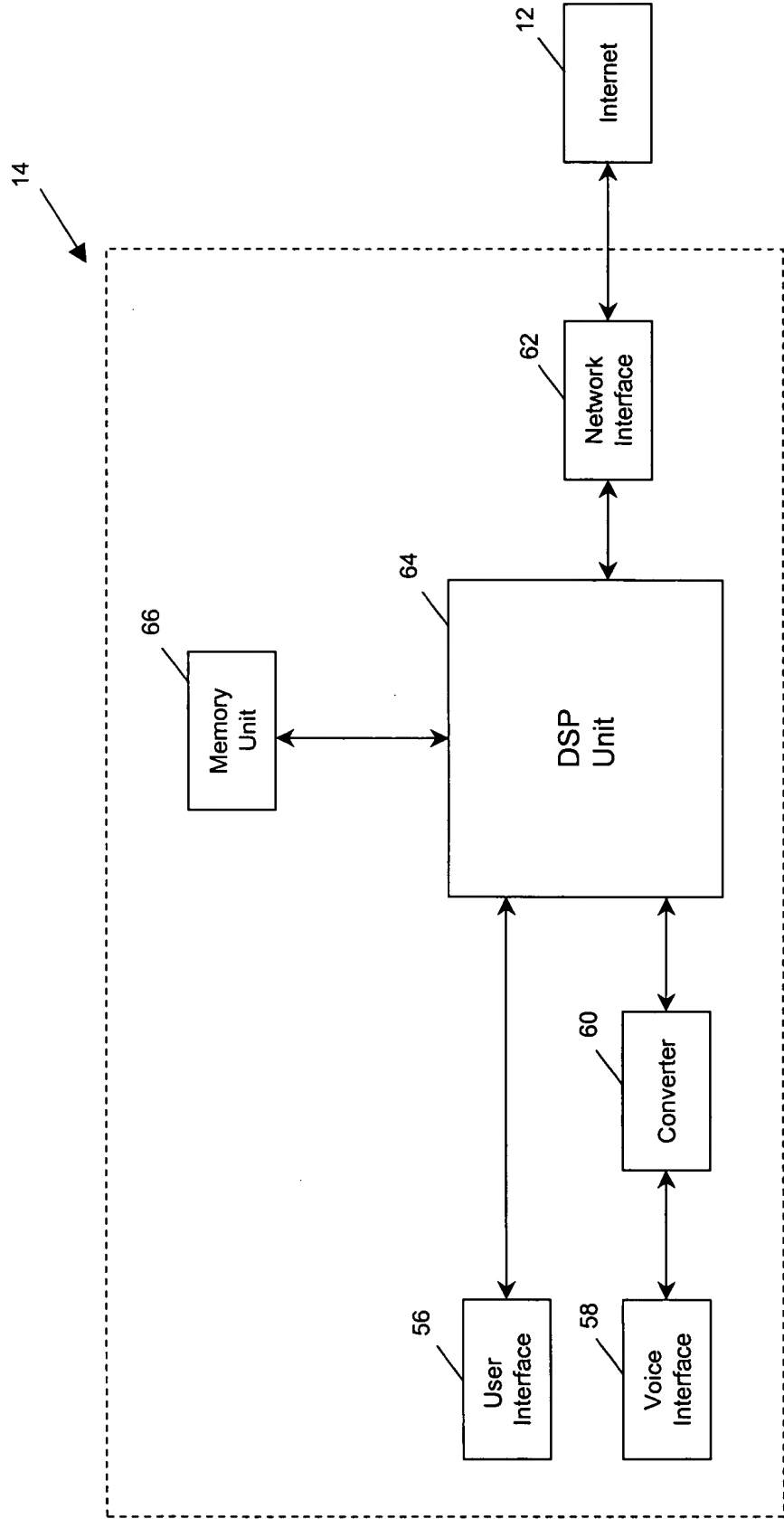


FIG. 7

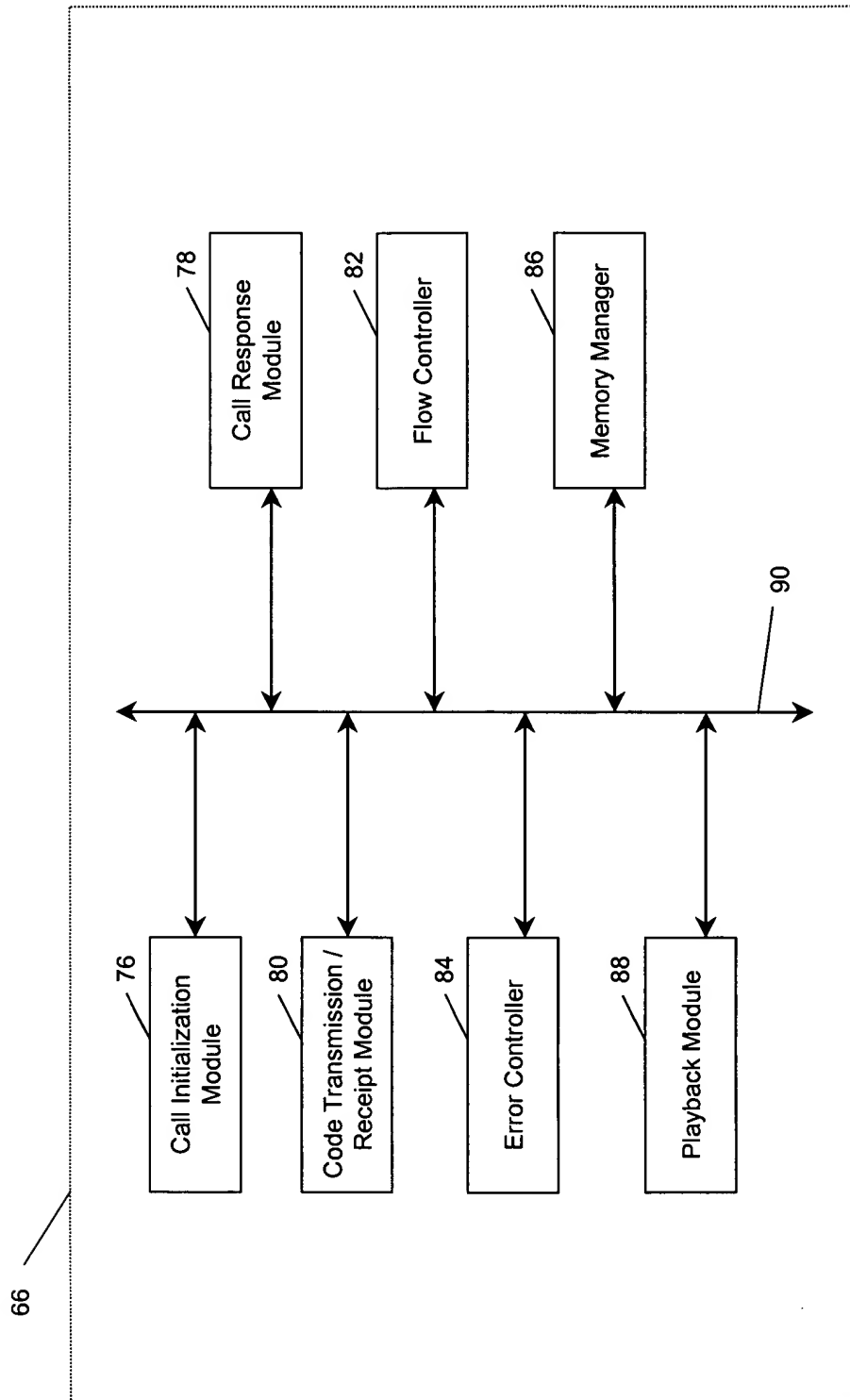
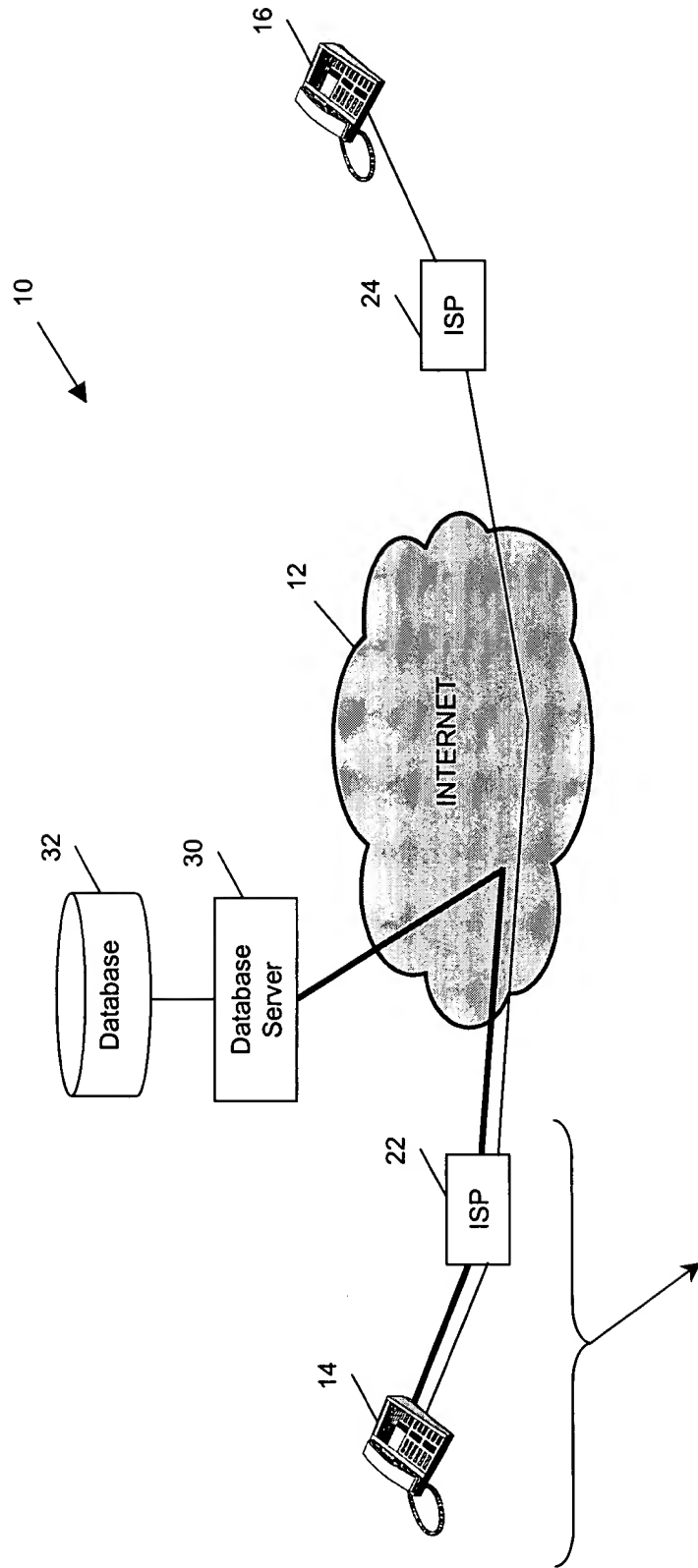


FIG. 8



(56 kbps, connection rate) - (12 kbps, voice communication) - (14 kbps, safety margin) = 30 kbps, available bandwidth

FIG. 9

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Memory Location	Available to Store New Ads?	Advertisement	Last Played	Play Ad for which Consumer Profiles? (* = wildcard, or placeholder)	No. of Times Played	Consumer Codes
1	Y	0884487753	8-04-00; 9:05:01am	1 2 *	2	0018783902 1554896770
2	N	0001589643		2 2 * 3	0	
3	Y	0000879041	8-05-00; 3:14:56p	2 * * 4	3	2380001127 1095600488 0008749554
4	Y	1986247730	8-02-00; 3:14:16p	2 * * 4	2	2380001127 0008749554
5	N	1001197834		1 4 * 2	0	
6	Y	0532130784	8-11-00; 12:32:55p	* 2 * *	1	0018783902 0186532497
7	Y					
:	:	:	:	:	:	:

FIG. 10

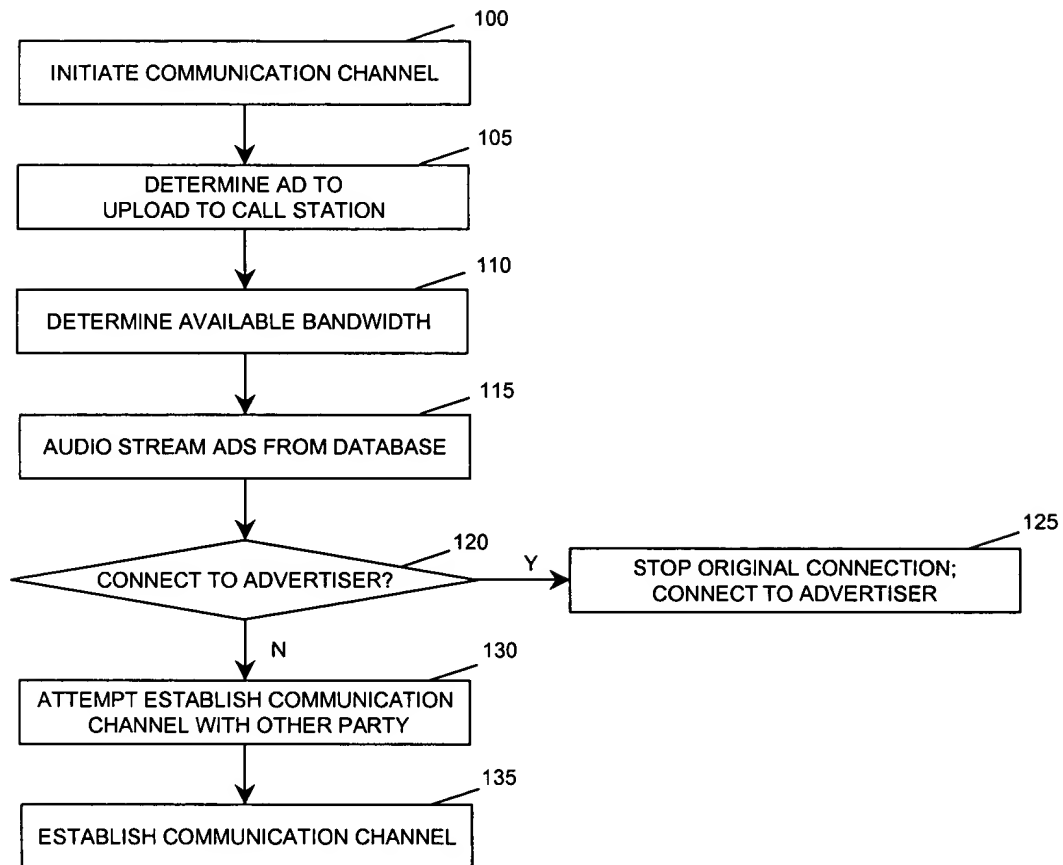


FIG. 11

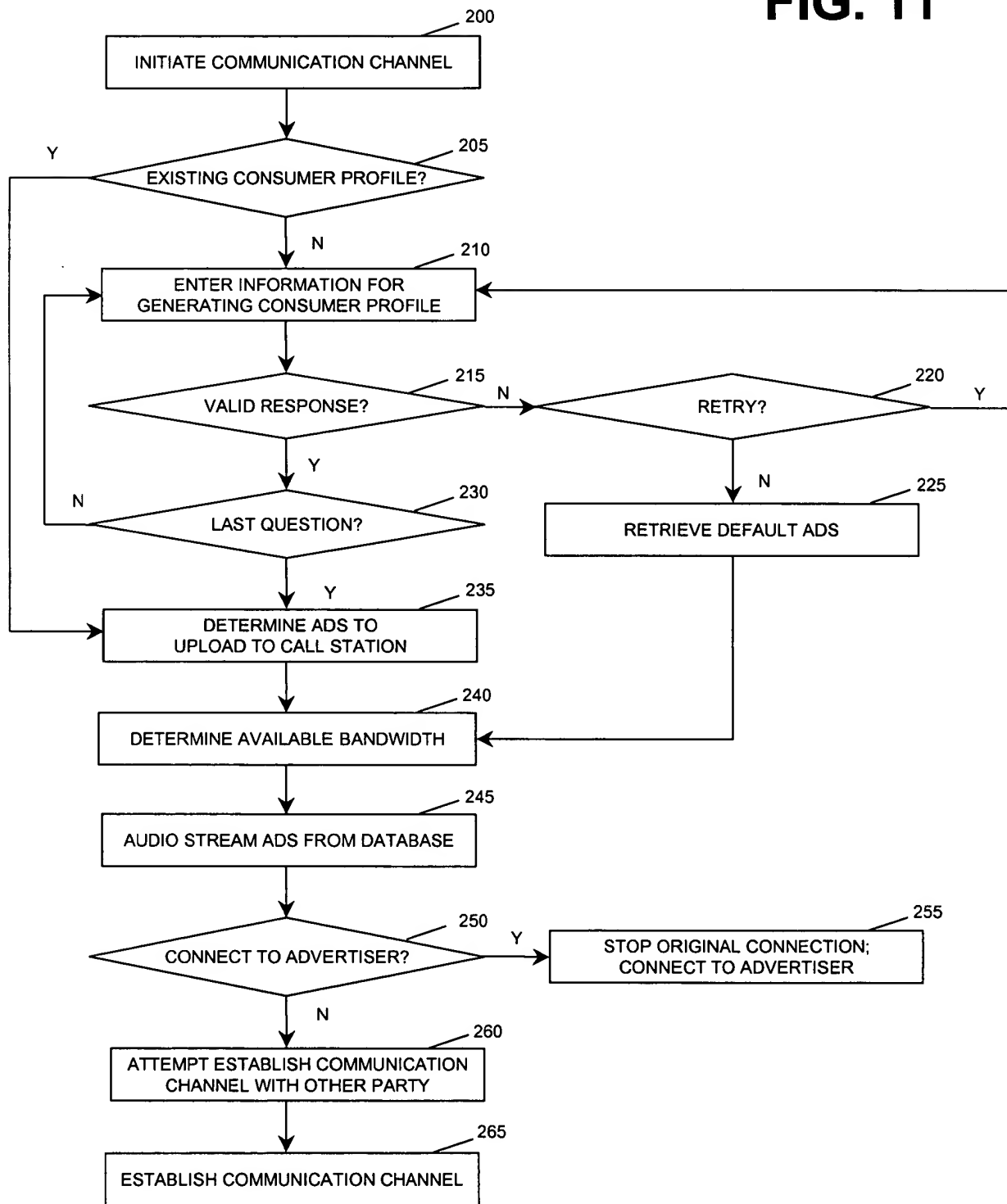


FIG. 12

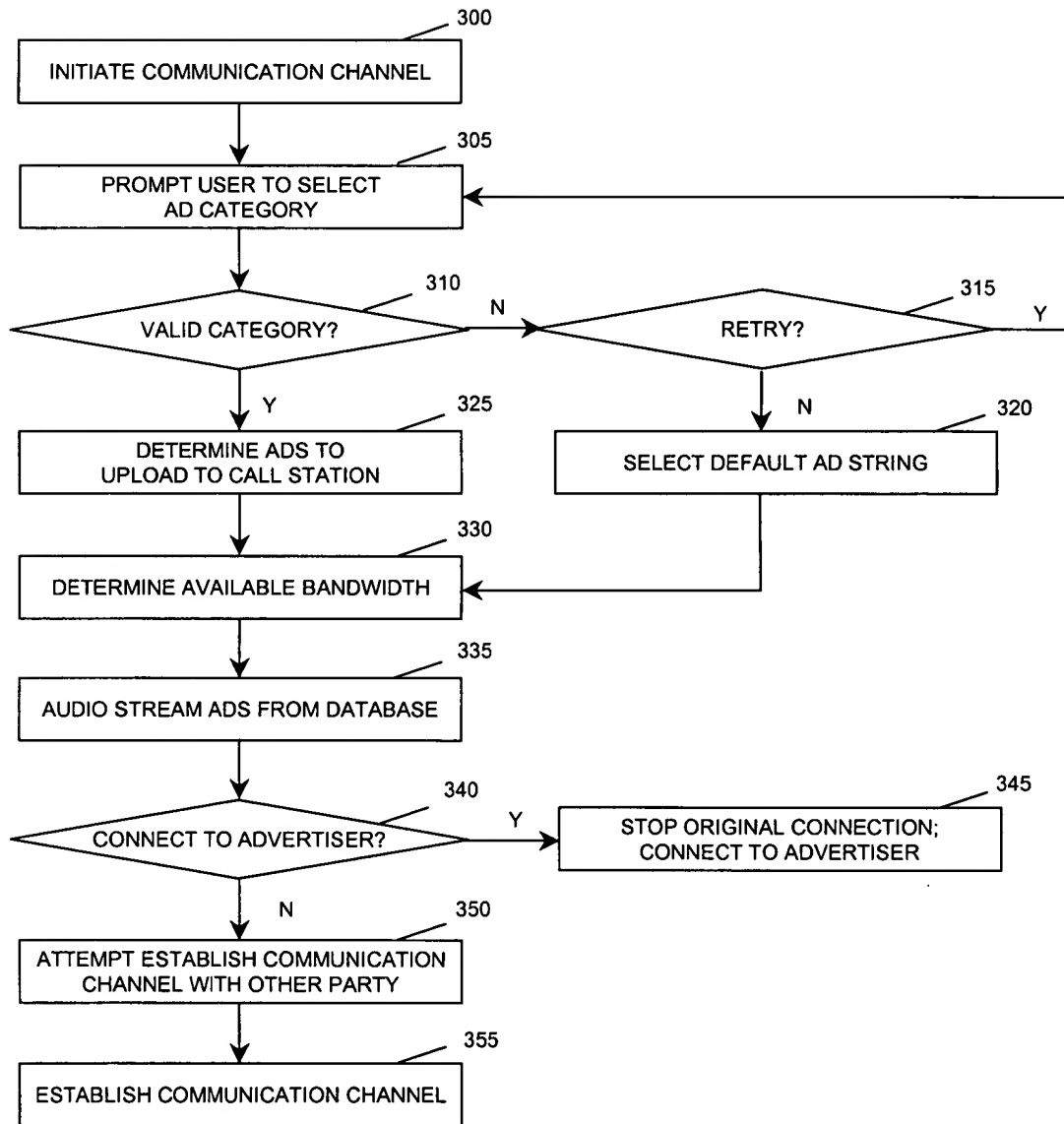


FIG. 13

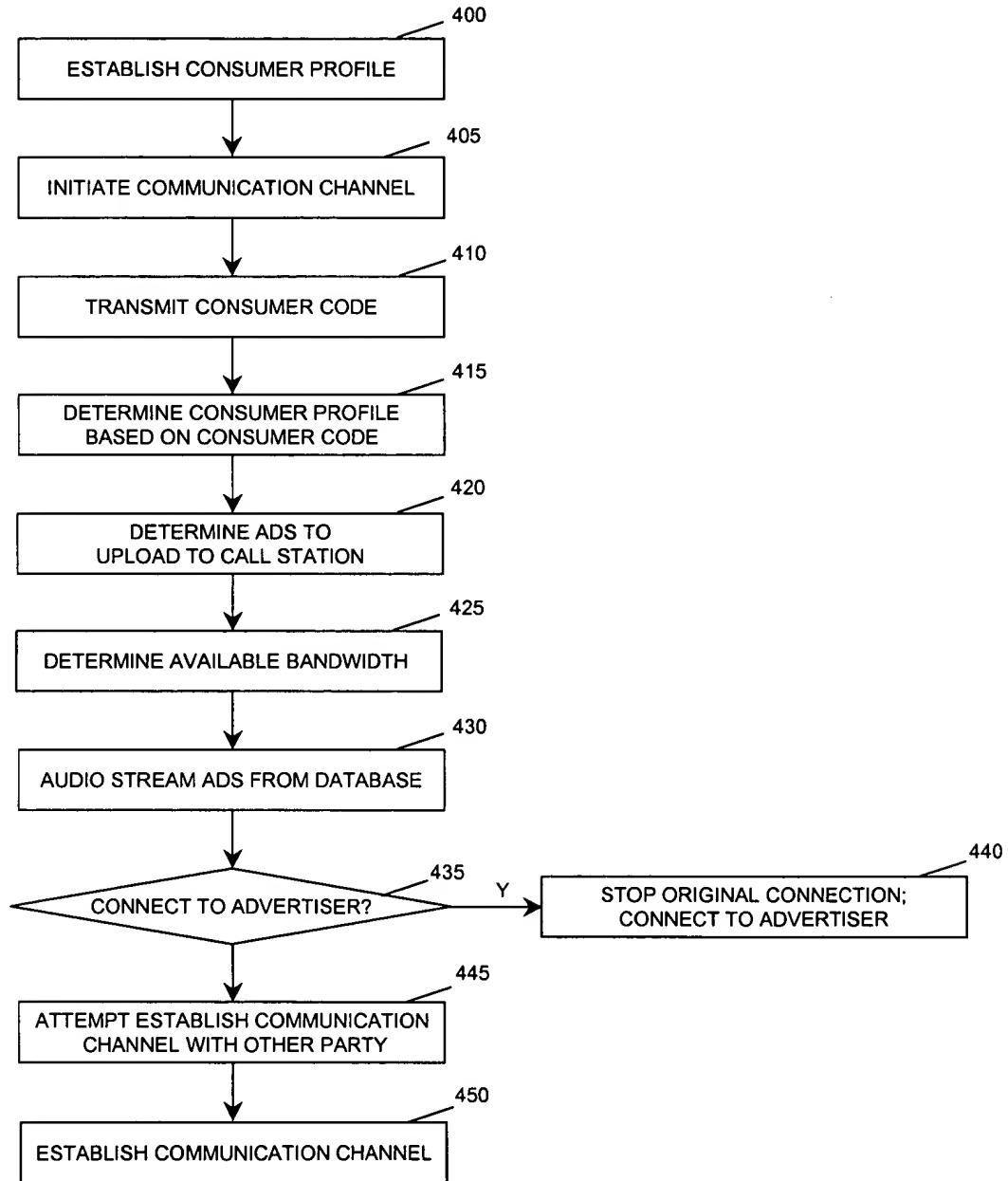


FIG. 14

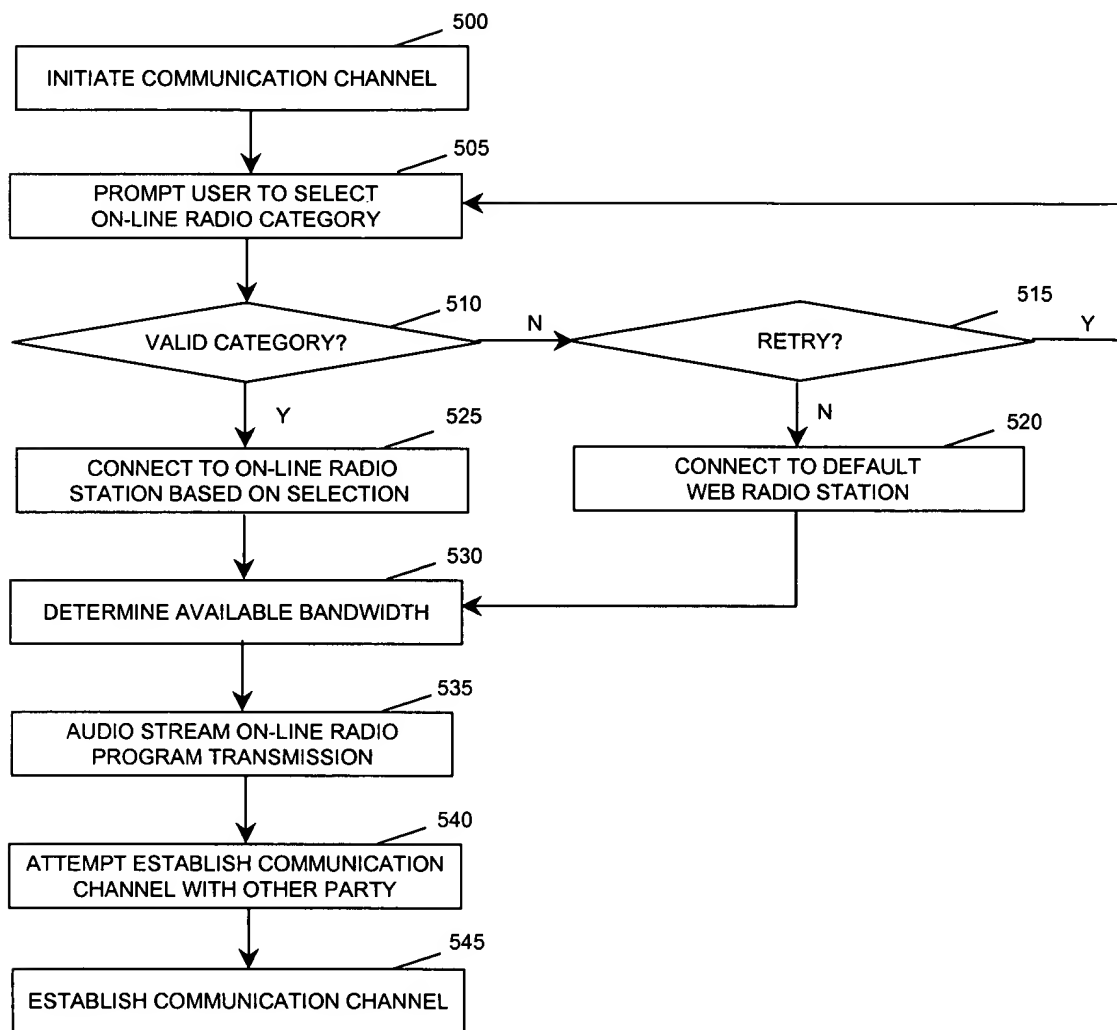


FIG. 15

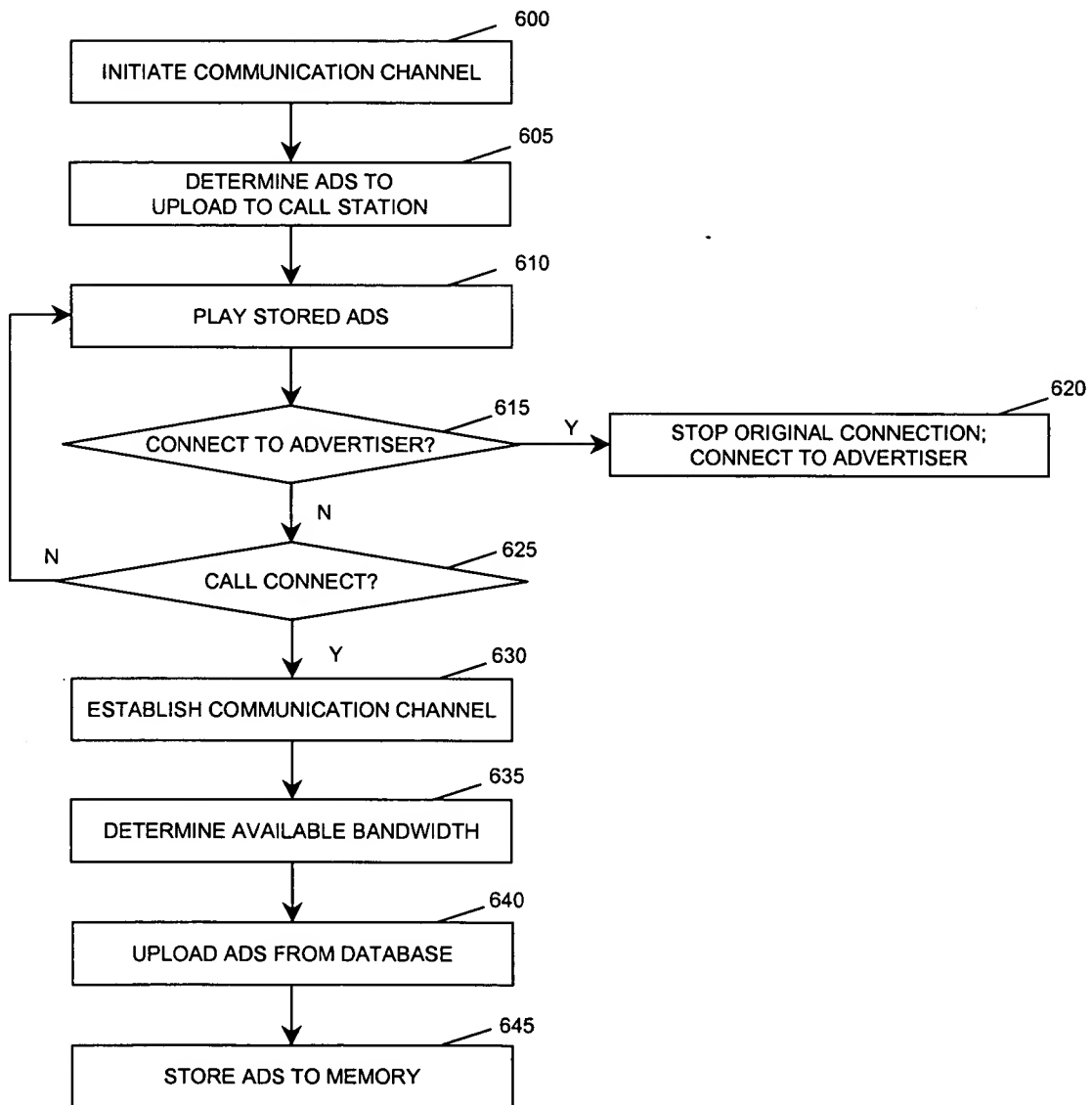


FIG. 16

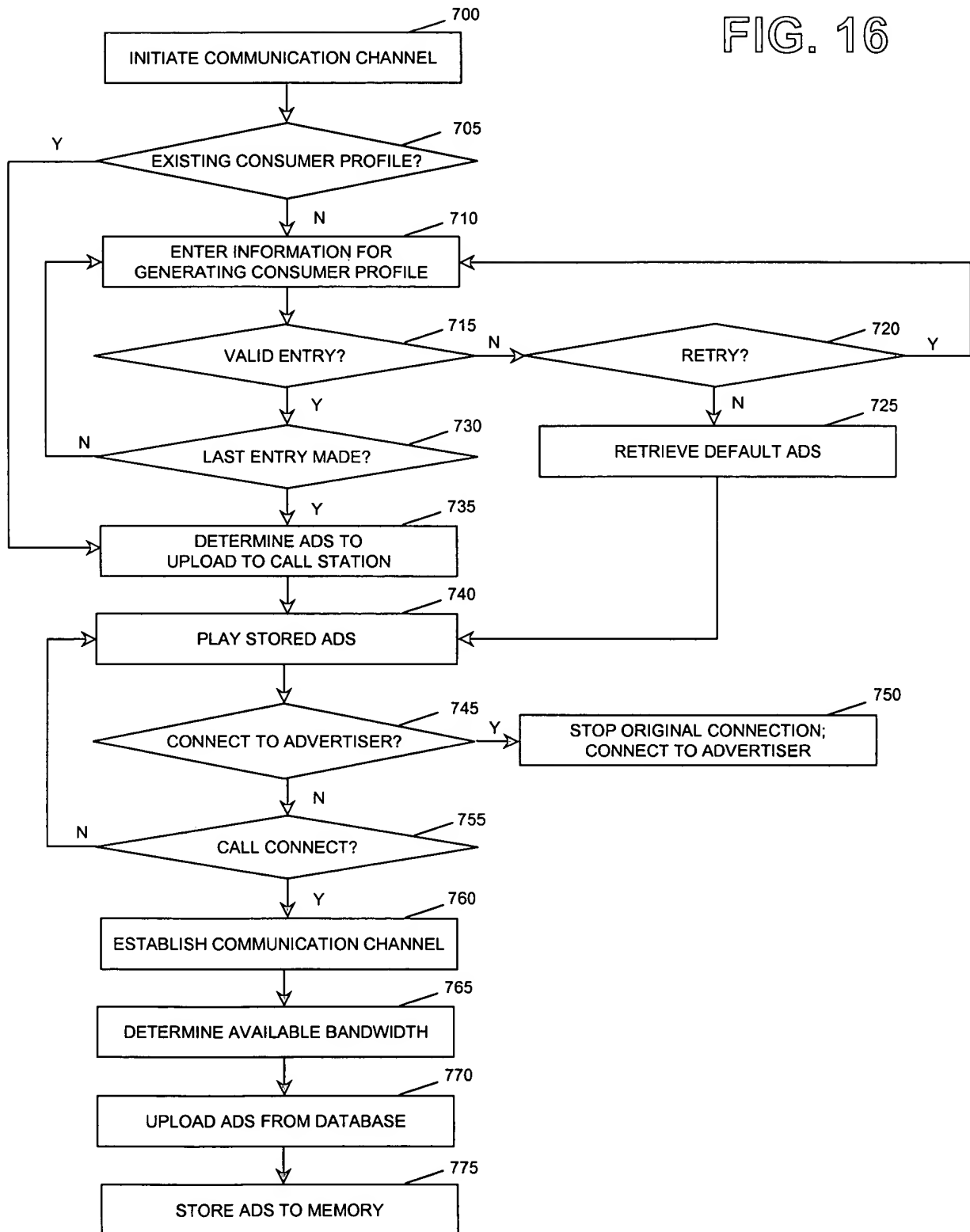


FIG. 17

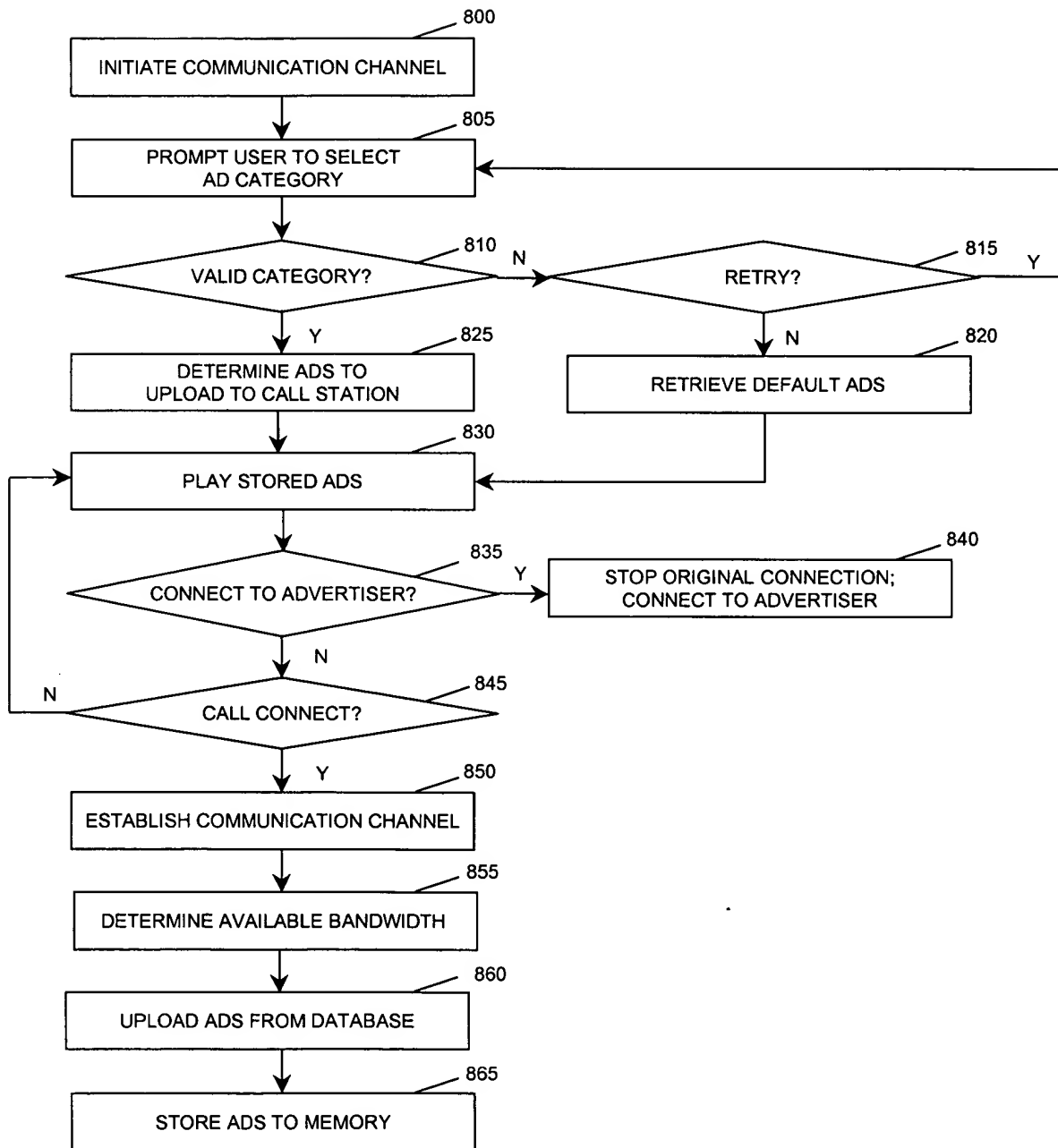


FIG. 18

